

**MARIANNE HUDSON, KAUFFMAN FOUNDATION**

<b>How long have you been in business?</b>	<b>%</b>
1 I am considering starting a business	25
2 First year of operation	16
3 1 to 5 years	19
4 More than 5 years	31
5 This question does not apply to me	9
<b>Including you - how many people do you currently employ?</b>	<b>%</b>
1 0 - I maintain another job as my primary income source	22
2 1	24
3 2 to 5	21
4 6 to 25	12
5 More than 25	7
6 This question does not apply to me	14
<b>What is the highest level of education you have completed?</b>	<b>%</b>
1 High school or less	6
2 Some college	18
3 2-year college degree	10
4 Bachelor's degree	25
5 Some graduate school	11
6 Master's degree	26
7 Doctorate degree	4
8 Other graduate degree	1
<b>When you began your business, what was your primary reason for doing so?</b>	<b>%</b>
1 Earn a decent living	9
2 Gain independence from my previous job	28
3 Become more successful	19
4 Build a large business	6
5 Build a business that could be sold	4
6 My primary goal was different than these	19
7 This question does not apply to me	15
<b>Currently, what is your primary business goal?</b>	<b>%</b>
1 Earn a decent living	23
2 Grow my business slowly	14
3 Become a major competitor in the industry	31
4 Sell my business	3
5 Start a new business	12
6 My primary goal is different than these	8
7 This question does not apply to me	9

<b>What are your biggest challenges as an entrepreneur?</b>	<b>%</b>
1 Cash flow	28
2 Current economic conditions	11
3 Finding and keeping high quality employees	6
4 Financing	17
5 Managerial duties	4
6 Sales	18
7 Other	4
8 This question does not apply to me	12

<b>What was YOUR largest barrier when starting your business?</b>	<b>%</b>
1 Access to financing/ capital	32
2 Access to markets	9
3 Access to networks	7
4 Lack of information/ support	8
5 Self esteem issues	11
6 Time - balancing business with personal life	15
7 Other	4
8 This question does not apply to me	13

<b>In your opinion, how big is the gap between men and women entrepreneurs in terms of the barriers they must address?</b>	<b>%</b>
1 Very wide	26
2 Wide	46
3 Narrow	15
4 Barriers for women are not greater than for men	12

<b>Which of the following sources have you relied on MOST for the capital necessary to run your business?</b>	<b>%</b>
1 Angel financing	3
2 Bank loan or line of credit	8
3 Borrowed money from family, friends, or colleagues	6
4 Credit card - personal or business	12
5 Personal savings or assets	33
6 Reinvestment of business earnings	11
7 Venture capital	1
8 Other	8
9 This question does not apply to me	18

<b>Which of the following helped you become a better business owner?</b>	<b>%</b>
1 Consulting/ business counseling	5
2 Formal training (college/university)	9
3 Internet resources	5
4 Mentors	16
5 Peer networks	16
6 Role model(s)	9
7 Informal training (seminars/workshops)	17
8 Other	10
9 This question does not apply to me	13

Where do you go to get assistance with your business?	%
1 Chamber of Commerce	3
2 Consultant	4
3 Entrepreneur Support Org/ Women's Business Center	14
4 Family, friends and peers	20
5 Figure it out myself	32
6 Mentor	6
7 Trade Association	5
8 Other	3
9 This question does not apply to me.	12

What concept should be the key driver for the focus on women's entrepreneurship?	%
1 Better opportunities for women of the future	19
2 Ensure better economic growth for the US	22
3 Parity of opportunity and performance with men	16
4 Self-sufficiency for more women	41
5 Other	1

Which of these would make the biggest difference for women in entrepreneurship?	%
1 Eliminate infrastructure barriers to capital access, social networks, etc	25.7
2 Enhance the skills and capacity of support organizations	7.6
3 Entrepreneurship classes for college women	5.8
4 Inspire girls toward business and entrepreneurship	18
5 Inspire girls toward science, technical majors and entrepreneurship	8.6
6 Mentoring program for women entrepreneurs	22.6
7 Promote strong role models	10.1
8 Other	1.5

#### KELLYANNE CONWAY, THE POLLING COMPANY

Which of the following best describes the main reason you decided to attend this conference?	%
1 To learn about public policy issues	3
2 To learn how the government can assist my business	19
3 To gather information from experts that will help my business	45
4 To network with other women entrepreneurs like myself	17
5 To meet women leaders in business and government	16

Which of the following issues most concerns you as a business owner?	%
1 High taxes / Tax burden	11
2 Cost of health care for me and my employees	29
3 Over-regulation by government	6
4 Hiring quality employees	8
5 Access to capital	36
6 Obtaining insurance	6
7 Liability Issues	4

**Please mark which of the following items you consider MOST important to offer employees.**

	<u>%</u>
1 Healthcare coverage for your employees	24
2 Competitive salaries and bonuses	32
Competitive benefits package including retirement plan, vacation time, sick	
3 leave, disability benefits OR life insurance.	20
4 Flex-time or teleworking from home	9
5 Earned time off for working more hours than hired to work	2
6 Skills training/continuing education	10
7 Opportunities for promotion	2

**Which of the following statements best reflects your company's position on providing healthcare for your employees?**

	<u>%</u>
1 I provide healthcare to my employees at great expense to my business	29
2 I provide healthcare to my employees at reasonable cost to my business	8
3 I would like to provide healthcare to my employees but cannot afford to	56
4 I would prefer not to provide healthcare to my employees	7

**How interested are you in receiving more information on how to obtain government contracts?**

	<u>%</u>
1 Very interested	67
2 Somewhat interested	18
3 Not at all interested	15

**Which of the following would you MOST like the government to focus on in the next year?**

	<u>%</u>
1 Increasing accessibility to affordable health insurance	52
2 Expanding retirement options for self-employed small business owners.	11
3 Access to capital issues	21
4 Providing more access to government contracts	10
5 Providing training skills for business ownership	5

**And which of the following best describes your plans to fund your retirement:**

	<u>%</u>
1 Woman 1: I plan to sell my business, and use the money to retire.	15
Woman 2: I plan to invest into Individual Retirement Accounts and 401K plans	
2 and use that money to retire.	41
Woman 3: I plan to use money from my savings, or low risk Certificate of	
3 Deposits or CD's.	5
4 Woman 4: I plan to use the money from my company retirement plan.	6
5 Woman 5: I plan to use money from my spouse's Retirement Account to retire.	2
6 Woman 6: I have not yet made specific plans to fund my retirement.	31

**Thinking about your small business for a moment, are most of your money and assets invested in your small business, or not?**

	<u>%</u>
1 Yes, most of my money and assets are invested in my small business	59
2 No, most of my money and assets are not invested in my small business.	41

**If you were no longer able to run your business, which of the following would you be most likely to do?**

	<u>%</u>
1 Sell the company to the highest bidder	27
2 Turn over the company to a trusted friend or relative	23
3 Pass down the company to a child/heir	21
4 Close the company	29

**And which of the following best describes your feelings regarding passing down you business to a child or heir:**

	<u>%</u>
WOMAN 1: I would like to pass down my business to a child or heir, but will not	
1 because I do not want them to incur estate taxes.	41
WOMAN 2: I would like to pass down my business to a child or heir, regardless	
2 of the taxes they may have to pay on such an inheritance.	59

**Which of the following taxes do you consider the most burdensome for your small business?**

	<u>%</u>
1 Sales tax	12
2 Use tax	4
3 Discretionary sales surtax	1
4 Unemployment tax	9
5 Corporate income tax	21
6 Intangible personal property tax	6
7 Federal income tax	41
8 Estate tax	2
9 Property tax	4

**Is your business a...**

	<u>%</u>
1 Sole proprietorship	36
2 Partnership	6
3 Corporation, regular type	13
4 Corporation, s-type	44

**Is your business facility...**

	<u>%</u>
1 Home-based	56
2 Rent outside facility	36
3 Own outside facility	8

**Please tell me which of the following categories most accurately describes the gross revenue generated by your company in the last fiscal year:**

	<u>%</u>
1 Less than \$25,000	40
2 \$25,000 to just under \$50,000	12
3 \$50,000 to just under \$75,000	8
4 \$75,000 to just under \$100,000	7
5 \$100,000 to just under \$250,000	10
6 \$250,000 to just under \$500,000	4
7 \$500,000 to just under \$1,000,000	4
8 \$1,000,000 or more	15

**Is the income generated by your business your sole source of income, or a secondary source of income for you and your household?**

	<u>%</u>
1 Sole source of income	57
2 Secondary source of income	43